

Public Information & Community Relations

Mission:

The mission of the Public Information and Community Relations division is: to foster citizen understanding and appreciation of County government policies, practices and operations; to increase the willingness of residents to participate in County government; to assist citizens who seek information or voice complaints; and to provide communications support to the County's marketing efforts.

Goals:

- Provide the news media with information concerning County policies, practices, operations, and events.
- Serve as media advisor to County staff, arrange interviews and press conferences.
- Publish the County Annual Report, Citizen Guide, and four Citizen Newsletters, and employee publications.
- Develop and implement responses to citizens' concerns and complaints.
- Coordinate, as necessary, public information meetings on current policy issues (such as associations of homeowners).
- Provide public information during emergency situations.

Implementation Strategies for FY2004:

- To further promote and publicize economic development and tourism.

Budget Issues:

- In FY2000, a Video Services Division was created to account for the County television operations. Related positions were transferred to that activity.
- In FY2002, the increase was to support higher postal rates and inflationary increases in paper costs and printing for the various publications produced by this office. A part-time Communities Activity Coordinator position was changed to work-as-required to support the Publications Coordinator.
- For FY2004, there are no significant changes.

General Fund Expenditures	FY2000 Actual Expenditures	FY2001 Actual Expenditures	FY2002 Actual Expenditures	FY2003 Original Budget	FY2003 Expected Appropriations	FY2004 Adopted Budget
10122 Public Information & Community Relations						
Personnel Services	147,180	138,471	130,199	142,571	142,571	158,079
Contractual Services	19,863	21,247	29,113	32,500	32,500	31,300
Internal Services	1,472	1,315	1,068	2,250	2,250	2,250
Other Charges	19,551	21,730	23,764	26,600	26,600	26,450
Materials & Supplies	5,813	6,196	4,867	4,000	4,000	5,350
Chargeouts	(164)	-	-	-	-	-
Capital Outlay	<u>5,390</u>	<u>4,865</u>	<u>1,330</u>	<u>2,000</u>	<u>2,000</u>	<u>2,000</u>
Activity Total	<u>199,105</u>	<u>193,824</u>	<u>190,341</u>	<u>209,921</u>	<u>209,921</u>	<u>225,429</u>
Percentage Change	-28.09%	-2.65%	-1.80%	10.29%	N/A	7.39%

FTE's

Management	1.00	1.00	1.00	1.00	1.00	1.00
Professional/Technical	1.50	1.50	1.00	1.00	1.00	1.00
Admin/Clerical	1.00	1.00	1.00	1.00	1.00	1.00
Trades & Crafts	-	-	-	-	-	-
Total	<u>3.50</u>	<u>3.50</u>	<u>3.00</u>	<u>3.00</u>	<u>3.00</u>	<u>3.00</u>

